

ABSTRACT

A method and system for providing at least one benefit to buyer entities with a serious intent to purchase a good or service, comprising the steps of: receiving from a buyer entity a declaration of intent to  
5 purchase a good or service; providing to the buyer entity an offer of benefits whose value is partly or fully contingent on receipt of a proof of the purchase within a predetermined period of time and whose value is not contingent on fulfillment of the requirement that the purchase be made from one particular predetermined vendor; receiving the proof of  
10 purchase from the buyer entity; and providing the value of the contingent benefits to the buyer entity.